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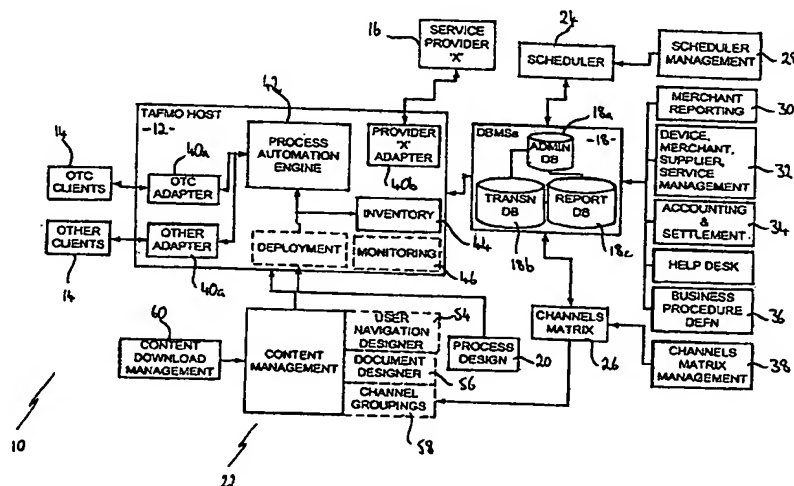
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(54) Title: **AN ELECTRONIC TRANSACTION SYSTEM**



(57) Abstract: An electronic transaction system comprising a host server; at least one transaction device; at least one service provider system; and a content management system. When a transaction device issues a client request to the host server for one or more of the electronic goods and/or services, the host server operates to generate a client response in reply to the client request. In generating the client response a service request may be issued to the at least one service provider system. Also includes a matrix recording a matrix in determining the content to be provided to each transaction device to ensure that the set of permissions and/or constraints are complied with. Each transaction device further receives a set of unique identifiers from the host server, each identifier representing a component of the content.

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